



EXPERIENCEFIRST™ PLATFORM: **PRIVATE LOCATIONS XF™**

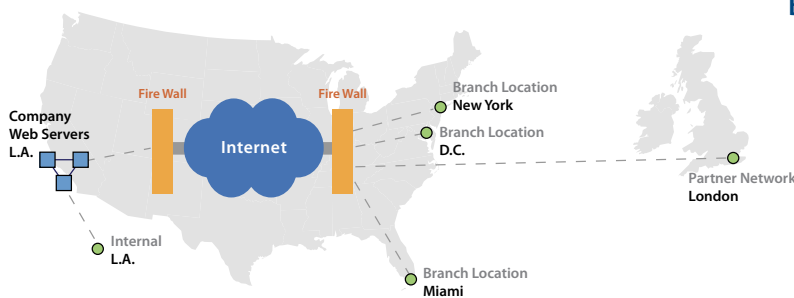
Extend performance insights down to the desktop using Gomez Private Locations XF. Validate the speed and reliability of your website from your customers' perspective by measuring from the actual desktop of your customers, employees, kiosks, partners, or key suppliers. You can finally assess how site changes, geographic location and bandwidth constraints affect the way your customers experience your website. And you can easily share this information across your company's business and IT groups, resulting in improved Quality of Web Experience (QoWE™) for your customers.

Gomez Private Locations XF measures the response time, availability and consistency of your company's multi-step transactions and Web pages from a private, dedicated panel of your end-users. These testing locations collect results as frequently as your needs dictate, alerting and reporting results instantly with complete detail drill-down, all the way to the point of failure.

An intuitive, Web-based interface enables you to:

- Set up ongoing testing from customers, employees, kiosks, partners, or key suppliers,
- Analyze Web page or transaction tests across customer profiles, branch offices, retail stores,
- View object- and component-level data to the point of failure
- Create or modify intelligent alerts, and
- Compare results to other ExperienceFirst Network monitoring transactions from the same portal.

Plus, Private Locations XF measurements are included in our innovative Gomez Flex™ pricing. Gomez Flex offers you the predictability of a monthly allocation of measurements and the flexibility to use them any way you want. You can add more locations outside of your private panel, transactions, or URLs, or increase measurement frequencies, as you need them.



**Benefits of Private Locations XF**

**Stop flying blind**

Network problems with customers, partners and employees are often time-consuming to diagnose and expensive for call centers and help desks to handle. With Private Locations XF, managers can diagnose specific network or application issues on demand and quickly track down the source of the problem. Meanwhile, the health of Web-based systems is constantly and automatically monitored from multiple locations, freeing valuable management time for other core business activities.

**Validate Specific SLAs**

Validating SLA compliance in an extended network environment is challenging. Private Locations XF allows for benchmarking of customer-based SLAs are easier to establish, monitor and manage, transforming customer SLAs from monitoring for contract conformity to a real competitive advantage.

**“ Within a few days Gomez’ Private Location XF enabled us to establish real time monitoring from offices located across four continents and understand the performance advantages delivered via the Akamai service. ”**

**Evan Shin,**  
Vice President, Technical Services, Akamai

### Deep Diagnostics

Private Locations XF provides access to the broadest and deepest page- and object-level detail available on the market. When problems occur you'll be able to troubleshoot and fix them without losing precious time with trial-and-error approaches of the past. Details such as DNS, Connect Time, SSL, First-Byte and Content Download times and errors for every object on every page are at your fingertips, and stored for post-mortem and routine review.

### Robust Support

Designed to support global organizations, Private Locations XF is supported by Gomez's ExperienceFirst Network Operations Center, which proactively monitors the network's health 24x7. Telephone and on-line product support is delivered by our world-class Client Services team. Clients also benefit from a dedicated Account Manager, training and certification programs available through Gomez University, and special events such as the annual global user conference.

### Complete Coverage of the Internet

Take full advantage of the measurement capabilities of the ExperienceFirst Platform:

- Monitor application performance at key Backbone locations using Gomez **Active Network XF™**. Real-time monitoring from the Internet Backbone provides your IT professionals with the detailed information they need to effectively operate and maintain your critical Web applications outside the firewall, resulting in improved Quality of Web Experience (QoWE) for your customers.
- Monitor application performance inside your firewall using Gomez **Private Network XF™** measurements. Internal testing can assure the performance of applications, measure the contributions of individual infrastructure elements, or help determine whether degrading performance of a customer-facing application began inside or outside your infrastructure.
- Measure your user's actual Web experience using Gomez **Actual Experience XF™** measurements. Gain never-before-possible insights into user satisfaction, how Web 2.0 technologies such as AJAX perform, and performance across multiple browsers without cumbersome and expensive hardware solutions. When combined with other Gomez measurements, you'll get a 360° end-user view of your Web application performance.

### How Private Locations FX Works

Private Locations XF is a private desktop measurement component of the Gomez ExperienceFirst Web Application Experience Management Platform. It rests on the global ExperienceFirst Network and integrates common ExperienceFirst Agents used by other products, providing accurate and dependable measurements from Gomez's global end-user network. It provides the same real-time data collection, alerting, reporting and administration common to all Gomez performance monitoring products.

### About Gomez

Gomez is the leading provider of web application experience management solutions. Used by more than 750 companies worldwide, including eight of the top 10 most visited sites, six of the top 10 retailers, nine of the top 10 financial services firms, five of the top 10 social networking companies, and four of the top 10 industrial companies, Gomez's services, delivered in a software as a service (SaaS) subscription model, help companies ensure superior online experiences that satisfy customers, enhance brands and drive profits. Founded in 1997, Gomez provides the industry's only complete solution for managing web application experience from development through deployment and the entire application life cycle, featuring active monitoring, competitive benchmarking, and more than 12,000 data sources worldwide. Gomez is Network Computing magazine's "Editor's Choice" for best Internet performance monitoring service.



Gomez, Incorporated  
 10 Maguire Rd, Bldg 3, Suite 330, Lexington, MA 02421  
**General:** +1 781-778-2700  
**Sales:** USA +1 781-778-2760; UK +44 (0)207-554-5154;  
 Germany +49 (0)40-53299-167.  
[www.gomez.com](http://www.gomez.com)

©2007 Gomez, Inc. All rights reserved. Gomez is a registered trademark of Gomez, Inc. The Gomez logo, ExperienceFirst, ExperienceFirst SCoE, ExperienceFirst Network, Active Network XF, Private Network XF, Active Last Mile XF, Private Locations XF, Actual Experience XF, the taglines "Ensuring Quality Web Experiences", "Quality of Web Experience", and QoWE are trademarks of Gomez, Inc. All other trademarks are the property of their respective owners.

Specifications may change. Consult the technical documentation for the most current information. Some features described are extra cost options. Ask your sales representative for details.